

1. Call to order
2. Approval of Minutes
3. Officers' Reports
 - Chairperson's Report
 - i. Expenditures
 - ii. Website Improvements
 - Vice Chairperson's Report
 - i. OTDB Committees
4. Standing Committee Reports
 - Economic Restructuring Committee
 - Organization Committee
 - Design Committee
 - Promotions Committee
 - Special Events Ad Hoc Committee
5. Downtown Manager Updates
 - July FNL Performance Report
 - Report on Virginia Main Streets meetings
 - Updates
6. Old Business
7. New Business
8. Public Comments
9. Adjournment Next meeting – The next OTDB meeting is the annual board retreat which will take place **November 5, 2015 from 10 a.m. until 3:30 p.m. in the George Washington Hotel Garden Room. The official board business meeting will be held at 2:30 p.m.**

Attendees: Scott Dawson (Chair), Cory Garman (Vice Chair), Beau Correll, Susan Drew, Marilyn Finnemore, Mark Lore, Steve Maclin, and Scott Spriggs. Downtown Manager Jennifer Bell.

Absent: David Cavallaro, Kathlene Courtney, Andrea Smith.

(Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
 - Guest Speaker: Chief Kevin Sanzenbacher, Winchester Police Department. The Chief addressed the board regarding concerns about recent incidents in the downtown and provided an update on downtown patrols.

[Susan Drew arrived]

- OTW App Report – Brad Veach, Mobile Marketing. Mr. Veach distributed a report and presented a review of the first year of the Old Town App. **Action Item:** Provide statistics on what people are using in the app. Dining, shopping, attractions, gallery, local deals. **Action Item:** Schedule meeting to go over app and invite board members to attend.
- Expenditures Report – no comments.
- Vice-Chairperson's Report – Cory Garman
 - OTDB Committees – Board will review committees at the retreat in November. Request to consider serving on and/or leading committees. **Action Item:** Distribute general descriptions of the committees at the next board meeting. Retreat will be on Thursday, November 5 starting around 10 a.m. Still need a location to meet.

➤ **Standing Committee Reports**

- Economic Restructuring – Scott Dawson for David Cavallaro
 - Greatness Program has 21 participants signed up. Advertisements have started. Nice feedback from merchants in ads. Starting September 11, 30 sec. video ad will be shown before every movie at the Apple Blossom Mall Carmike Movie Theater.
- Organization
 - Did not meet.
- Design – Cory Garman
 - Currently dormant. Committee needs a new chair because Cory is now the board vice-chair.
- Promotions – Mark Lore
 - Did not meet in August. Continuing to work on projects.
- Special Events Contract Ad Hoc Committee – Cory Garman
 - Met on August 18 to establish a course of action going forward for making recommendations to the Special Events Contract. Will spend time researching events elsewhere. Next meeting will be September 9 at 5pm in the Exhibit Hall. Goal is to create a document making a recommendation to the city. Target date of Nov. 1. Final vote at the board retreat.

➤ **Downtown Manager's Updates – Jennifer**

- Today is Sarah's second year work anniversary.
- June FNL Performance Review distributed. 60 day report. Questions or comments, email Jennifer. Can have Special Event Coordinator come to a future meeting if requested.
- Rockin' Independence Eve Performance Review distributed.
- **Action Item:** Bring revised Bylaws and Current Board Member list to next meeting. Let Jennifer know if missing anything from your binder.
- Welcome Center Updates:
 - Second year anniversary of the Welcome Center opening.
 - Attendance snapshots. January-August 2014: 1000 visits. January-August 2015: 1300 visits. Almost 1/3 increase. Since open: 3700 visits. Slightly more tourists than locals.
 - Continuing Shenandoah University Student Art Program. Displaying work of SU professor's students.
 - Comment regarding volunteers to assist. Discussed before Welcome Center opened. Something to discuss again. Jennifer: Did launch the program. Job description, orientation, background checks. At the time, visitor traffic was slower and volunteers did not find it a valuable use of their time.
 - Comment regarding signage from tourist perspective. Not aware of way finding signage from 81 or in downtown. Hoping Design Committee will address issue.
 - Downtown Tailgate Sept. 11 & 12. Special Event Coordinator event. Posters distributed. Volunteers welcomed. Will have more activities on the north and south area. Draw people to businesses, not just the beer and wine garden area.

[Beau Correll left]

- October Fest poster distributed. Appreciate assistance in having them distributed downtown.
- Jennifer will be at a Main Street meeting September 14-16. Will be out one day the following week to participate in a Main Street leadership group.

➤ **Old Business**

- Old Town Farmers Market. Going well. Wine vendor has sold so much wine that they can't attend every week or they will be out of wine. Some farm vendors having sparse amounts to put out because selling so much and have other commitments like co-ops that they have to have goods for. Vendor with 2 spots originally has moved into a 3rd spot. Beautiful display. Come by to volunteer or just see the market.

➤ **New Business**

- None.

➤ **Public Comments**

- Christine Germeyer from OTWBA.
 - OTWBA would like the Welcome Center to either be open and participate in the Spooktacular by handing out candy or providing a \$1000 donation so that businesses can buy the candy to hand out. October 24.
 - Old Town typically organizes the poster and promotion. Held a coloring contest, handed out pinwheels, crayons on the court house lawn area. Old Town pulls the permit for the event. Have not had the Welcome Center open because set-up on the mall. Did budget a set amount of money for purchasing items. Have not purchased yet. Can discuss with promotions committee if need further discussion.
 - Moving forward with the city paper. If would like to take out an ad, the back page is \$200.00. Looking for a 6 month commitment. 1/4 page ads are \$75.00. City paper like an event paper through Northern Virginia Daily. 5000 copies of a monthly paper that would list the events going on. Being developed by the business association. Not Old Town events, but what the individual shops are doing.

Motion to adjourn. Seconded. Unanimously approved.

Adjournment 6:37. Next meeting – Thursday, October 1, 2015 at 5:30 p.m. in the Exhibit Hall, 4th Floor of City Hall

September 2015 Expenditures

Professional Services/Special Events (31-66)	Budgeted	September Expenditures	Current Balance
Monthly Retainer - September	\$74,532.00	\$6,097.00	\$56,241.00
W-19-15 Event Expenses		\$3,589.80	
W-20-15 Event Expenses		\$4,563.25	
W-21-15 Event Expenses		\$3,939.83	
W-22-15 Event Expenses		\$3,947.14	
W-23-15 Event Expenses		\$4,454.62	
FYTD Account Total	\$199,536.00	\$26,591.64	\$132,287.27

Professional Services/Other (31-70)	Budgeted	September Expenditures	Current Balance
Web Content Management for August		\$425.00	
FYTD Account Total	\$8,135.00	\$425.00	\$6,820.00

Local Media (36-01)	Budgeted	September Expenditures	Current Balance
VA Travel Guide Listings		\$784.00	
Promotions - WINC Radio Ads		\$1,000.00	
Promotions - Screenvision		\$720.00	
Promotions - Screenvision Production		\$450.00	
Promotions - iHeart Radio Ads Total Traffic		\$350.00	
Promotions - iHeart Radio Ads		\$506.00	
Promotions - iHeart Radio Banners		\$144.00	
Promotions - Ad Video Production		\$1,000.00	
	\$2,682.00	\$4,954.00	-\$2,272.00

Telecommunications (52-30)	Budgeted	September Expenditures	Current Balance
Work Cell Phone for August		\$65.74	
FYTD Account Total	\$600.00	\$65.74	\$468.58

Travel/Mileage & Transportation (55-10)	Budgeted	September Expenditures	Current Balance
VMS South Boston Mileage		\$254.15	
FYTD Account Total	\$450.00	\$254.15	\$195.85

Travel/Meals, Lodging, Registration Fees (55-40)	Budgeted	September Expenditures	Current Balance
VMS South Boston Registration		\$85.00	
FYTD Account Total	\$950.00	\$85.00	\$865.00

VA Arts Local Challenge Grant (56-22)	Budgeted	September Expenditures	Current Balance
Bluemont Concerts		\$3,333.34	
First Night Winchester		\$3,333.00	
FYTD Account Total	\$10,000.00	\$6,666.34	\$3,333.66

Books/Subscriptions (60-12)	Budgeted	September Expenditures	Current Balance
August Newsletter Program		\$14.00	
September Newsletter Program		\$14.00	
FYTD Account Total	\$105.00	\$28.00	\$71.79

Awards/Plaques (60-39)	Budgeted	September Expenditures	Current Balance
OTDB Member Award		\$48.50	
FYTD Account Total	\$80.00	\$48.50	\$31.50



=OLD TOWN=
FRIDAY
NIGHT
= MUSIC • FOOD • DRINK =

Friday Night Live
July 2015
Media Summary



Performance Review

**USA Sports & Marketing
Services**
Dario Savarese
540-722-8700
dario@fullcirclem.com

Friday Night Live
July 18th

Activities and Actions	Outcomes
Intangible Value	<ul style="list-style-type: none"> • Attendance along the Old Town Mall for the Second Friday Night Live was 3,500 plus persons/consumers. • One tool to measure success is the meals tax from the businesses (restaurants) over the three Friday Night Live event months compared to 2014. These numbers will be reported by Jennifer Bell when she receives them. • Jennifer Bell is organizing parking authority numbers to show comparisons between 2014 and 2015 • Most merchants on the walking mall have agreed the events have brought large number of consumers to Old Town, with crowds that filled the mall from 5:30 to 11:00. • The media impact from our campaign has promoted the Old Town Winchester brand and the Old Town Events. The intangible effect on the community continues to be strong and welcoming. The community continues to talk about the activities. • The event venue sold about 540 of tickets and had 100 number of promotional and sponsor tickets redeemed.
Media Campaign:	<p>The Winchester Star – VALUE\$ 5,050</p> <ul style="list-style-type: none"> • FNL had a featured story and event logo within the four page spread promoting entire series of Old Town Events. Also included an over run that was distributed throughout the community. Value of feature \$1,500.00 • FNL had a featured story and photos one full page spread promoting our events in Old Town, story valued at \$500.00 • FNL received an advance story/photos and a follow up story with photos. These types of stories are valued more than standard print ads and approximately \$1,000. • We also developed a paid advertising schedule leveraging our budget

between print and web advertising.

- We also strategically bought web-site advertising reaching over 20,000 impressions and over 85 click's directly to the FNL web-page
- The Winchester Star reaches over 20,000 households and over 7,500 persons reading online.

The Journal

- Old Town Winchester has had a full page spread on Wednesday, each month valued at \$2,000 cash. We also have a two page spread in the Thursday Weekender (entertainment page) once a month valued at \$1,500. Value of the Journal package each month \$3,500 (total value over \$24,500). The tear sheets of these pages are included in media reports and shared with Jennifer.

I Heart Media (Q102, FOX 99.3, KISS 98.3, MIX 97)- VALUE \$23,000

- Each station ran a 10 day campaign for each event. The value combined three stations between produced promotional announcements and ticket promotions FNL received a campaign value of over \$15,000.
- Also developed was a paid advertising schedule of \$1,000 in which they bounced us additional liners and web-site ad's. This included a dynamic lead on the web home page. The package was valued at over \$5,000
- I Heart Media also attended the event providing additional entertainment on the walking mall with their tents, prizes and games.
- I heart Media Radio group reaches over a 40 mile radius and reaches 40% of the radio listing audience in the 7 counties surrounding Winchester.

Centennial Media (3 stations 92.5 WINC, Big Country 105, 1400 AM)- VALUE\$20,000

- The three stations ran a 10 day campaign for the event. The value combined three stations between produced promotional announcements and ticket promotions, FNL received a media campaign valued at over \$11,500
- Also developed was a paid advertising schedule of \$1,000 where they provided additional liners and web-site ads- on the home page. Package was valued at over \$5,500
- Centennial Media also attended the event providing additional entertainment on the walking mall. They also provided radio personalities to assist with onsite MC.
- 92.5 WINC FM – Barry's Community Corner provided separate interviews. One and half minutes long at 7:50 am, prime time radio. The combined value is over \$1,000.
- Centennial Media group reaches over a 75 mile radius and reaches 30% of the radio listing audience in the 7 counties surrounding Winchester. 92.5 WINC FM has a strong listening focus audience in Loudoun County

	<p>Video/Google Ads/Facebook Boost- VALUE \$5,000</p> <ul style="list-style-type: none"> • Full Circle Marketing provided a :43 second promotional video about the event and placed a strategic ad on Google Ad and Facebook • The video incorporated the new Old Town Winchester brand in the beginning and end of the promotion • Numbers reached 72,000 plus persons, 21,020 views, 461 likes and comments. • Google Ad reaches over a 40 mile radius and targeted users with specific meta-tag words. <p>Frederick Report -VALUE \$750.00</p> <ul style="list-style-type: none"> • Report featured FNL story, photos and inside featured stories, valued at \$750 • Our total \$200 cash budget gets us featured stories and 6 separate ¾ color ads promoting each event. • Free print publication, circulation 15,000, Frederick County, Warren County, Winchester <p>Facebook campaign – 10,000 plus likes on OTW Page</p> <ul style="list-style-type: none"> • We have updated and posted on OTW Facebook, including the new brand, kept a live constant campaign to promote FNL and increase the likes by over 12% since April. • Boosted a Facebook post for the event to reach a larger audience <p>Twitter campaign – Twitter fans over 2,000 followers</p> <ul style="list-style-type: none"> • We have tweeted and kept constant campaign going to promote FNL. <p>EMAIL Blasts- VALUE \$1,000</p> <ul style="list-style-type: none"> • Developed an Old Town business list with names, companies, phone, and email addresses of over 300 businesses. Used to send emails to the downtown businesses about the upcoming events and encouraged them to participate and cross promote events. • Also used Full Circle Marketing's in house business list to cross promote the events reaching out to over 1,500 regional businesses and personal contacts. <p>Human Resource Directors</p> <ul style="list-style-type: none"> • We continue to send information to the HR directors at 33 large employers throughout the Frederick/City area.
<p>Attendance</p>	<p>Ticketed areas - Music venues</p> <ul style="list-style-type: none"> • The second Friday Night LIVE saw promising ticket sales for advanced tickets and day of tickets. • July 17th, Advance ticket sales 309, Day of ticket sales 230, Total tickets sold 539, Total ticket income \$3,684.75, sponsor/media promotional tickets distributed approximately 100, total tickets collected 639

	<p>approximate.</p> <p>Walking Mall</p> <p>Attendance on the Old Town Mall for the second Friday Night Live was in excess 3,000-4,000 persons/consumers, strolling, shopping and eating at the restaurants.</p>
Art Markets, Music & Street Performers	<p>Art Markets</p> <ul style="list-style-type: none"> • FCM has coordinated to have two separate art markets on the North and South side of the walking mall during the events. • Shenandoah Arts Council set up a display with 3 artisans on the south side of the Splash Pad and • Winchester Art Market set up on the north side with 4 artisans. These markets have been very well received by consumers and artisans. <p>Street Performers</p> <ul style="list-style-type: none"> • Performers on the Mall included; magicians, acoustical musicians, stilt walker, balloonist, jugglers, caricature, kid's activities, and other entertainers. <p>Music Venues</p> <ul style="list-style-type: none"> • The Taylor Pavilion turned out to be a nice venue and was filled to capacity quickly due to high ticket sales. • Consumers liked having multiple bands performing following the rock n roll theme. • Having one music venue was well received and welcomed.
Sponsorships	<ul style="list-style-type: none"> • We have sponsorship commitments for the three Friday Night Live events • For June FNL we had sponsorship commitments of over \$10,000.00 cash and vendors of over \$1,000.00 cash total of over \$11,000.00 (final number subject to change). • Contracts and invoices have been sent to businesses and monies are still being collected
Operations	<ul style="list-style-type: none"> • The event had a very sharp look and created a fun rock n roll atmosphere. It provided completely new VIBE to Old Town. • Signage on the mall looked great and directed consumers to the right areas and had consumers from the North end to the South end

Impact on Downtown Business	<ul style="list-style-type: none"> • Friday Night Live events continue to be well received. • Downtown manager conducts surveys of the downtown businesses, and will report on that separately. • Many businesses who stayed open later did well • We also requested businesses to cross promote the events via their own media campaign. • Personally visited almost every business owner sharing the goal of the events, encouraged them to stay open later, use the events to cross promote old town/their business, and field questions.
Survey Results	Participant Marketing <ul style="list-style-type: none"> • Survey reported in additional attachment
Incident Report	<ul style="list-style-type: none"> • Chief of Police reported the crowd was in good order, and there were no incidents on record.

Official Poster



= OLD TOWN =
**FRIDAY
NIGHT**
= MUSIC • FOOD • DRINK =

**Tri-State
Nissan**

JULY 17TH**5PM-11PM**



**ROBBIE
LIMON
BAND**

LIVE ROCK & ROLL AT THE TAYLOR PAVILION



**KIDS ZONE
SOCIAL GAMES**
**ART MARKETS
STREET PERFORMERS**
**CRAFT BEER & WINE
LIVE BANDS**

For Details Visit: OldTownWinchesterVA.com

TICKETS AVAILABLE AT: TRI-STATE NISSAN | ESPRESSO BAR & CAFE | OLD TOWN GENERAL STORE | ONLINE | ID REQUIRED!

PRESENTED BY
**VIRGINIA BLOOD
Services**



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of Winchester, Frederick
& Clarke Counties

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Fitness Center

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OLD TOWN WINCHESTER

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Photos



Brochure

Outside

WHILE YOU'RE HERE...

SHOP, DINE AND EXPLORE
OLD TOWN WINCHESTER!

STAGE SCHEDULE

5:30 SWELL DAZE
7:00 MARIO ORSINI (Illusionist)
7:30 ROBBIE LIMON BAND

PUBLIC RESTROOMS

BRADDOCK STREET AUTO PARK
& SPLASH PAD PARKING LOT

SAVE THE DATE



Fleming, Fleming
& Peterson
JULY 19



Singin' in the Rain
AUGUST 8



AUGUST 21



SEPTEMBER
11 & 12



EVENT INFORMATION

TO VOLUNTEER OR SPONSOR
FUTURE EVENTS CALL:
540-722-8700



FRIDAY
NIGHT
= MUSIC • FOOD • DRINK =



LIVE MUSIC BY:



Swell Daze

5:30

7:30

Robbie
Limon
Band

Presented by:



JULY 17, 2015
5PM - 11PM

FOR MORE INFORMATION:
WWW.OLDTOWNWINCHESTERVA.COM



DOWNLOAD OUR APP!



Brochure

Inside

FRIDAY NIGHT LIVE

CORK STREET

Shenandoah
Arts Council
(Art Market)



Once Upon a Find
(Boutique Display)

Photo Booth
(Plan Bee)

Tri-State Nissan
(Prize Wheel & Display)

Susie The Clown
(Balloon Artist)



Posh Pets
(Pet Care Display)



Four of Hearts
(Jonathan Ford, Illusionist)



Mike Long
(Acoustic Performer)

Paper & Scissors Rock
(Art Activity)

JaziRock
(Art Activity)

Old Town
Hospitality Association
(OTW History Tours)

Tom Sullivan
(Acoustic Performer)

Caricaturist- \$
(Mikey J)

Yamni Arts

(Hula Hooper)

The Coop
(Art Display)

The Black Rose
(Boutique Display)



BOSCAWEN STREET



Mover Dudes
(Interactive Activity)

Bluemont Concert
Series



John McCutcheon

Virginia Blood Services
(Interactive Activity)

Q 102 & KISS 98.3
(Social Games)

Abija Blue
(Boutique Display)

Tin Top
(Hand Made Crafts)

92.5 WINC FM
(Prize Wheel)

Big Brothers Big Sisters
(Football Toss)



Polka Dot Pot
(Art Activities)



Tri-State Nissan
(Prizes & Display)



Taylor Pavilion



Robbie Limon Band

Live Music Venue

Winchester Art Market
(Henna Art,

Hand Crafted Wooden Toys,
Signal Knob Potter,
Mallory Frogale- Artist,
Hand Knitted Goods)

Kyle Contento
(Acoustic Performer)



BOSCAWEN STREET

PICCADILLY STREET

Presented by:



WWW.OLDTOWNWINCHESTERVA.COM | 540.722.8700

Press Release

NEWS RELEASE

July 8, 2015

July's Friday Night LIVE to include plenty of entertainment

WINCHESTER, VA – Old Town Winchester will host the second of three Friday Night LIVE events on Friday, July 17th from 5-11 pm. The Friday Night LIVE events, held on the Loudoun Street pedestrian mall, attract approximately 2,000 to 3,000 people to Old Town each month. Located at the beautiful Taylor Pavilion, between the Taylor Smokehouse restaurant and the Braddock Autopark, this new venue provides amphitheater-style seating and plenty of room for dancing.

"New aspects of the Friday Night LIVE series are added each time to provide an element of the unexpected," states Jennifer Bell, Downtown Manager. "But as always, Friday Night LIVE provides great music in a charming and lively atmosphere that offers a little something for everyone."

The live music at the Taylor Pavilion will start at 5:30 pm with the award-winning Swell Daze Band. Based out of Harrisonburg, Virginia, this group features a set list comprised of a variety of hits including Led Zeppelin, The Beatles and Red Hot Chili Peppers.

The headlining act is a Winchester favorite. Robbie Limon is also an award-winning entertainer who is known for being able to match the mannerisms of iconic performers such as Hank Williams Sr. and Buddy Holly.

A wide variety of acoustic musicians and street performers provide free, family-friendly entertainment and the Shenandoah Arts Council and Winchester Art Market will also offer locally made art and crafts for sale all along the Loudoun Street Mall.

This event will continue to offer a variety of wine and beer for those 21 and over at the Taylor Pavilion for the benefit of Big Brothers Big Sisters. Tickets for the main stage area are \$5 in advance and \$10 at the door. Buy tickets in advance online at OldTownWinchesterVA.com or purchase tickets in person at the Espresso Bar and Café, Old Town General Store and Total Image & Workingman's Store.

The July Friday Night LIVE event is hosted by the City of Winchester, Old Town Winchester Development Board and Full Circle Marketing. Sponsors and community partners include: Tri-State Nissan (title sponsor), Virginia Blood Services (presenting sponsor), Big Brothers Big Sisters, KEE Construction Services Inc., Goose Island, Shock Top, Signet Screen Printing & Embroidery, Piccadilly Printing & Marketing, Grand Rental Station, Shenandoah University, The Winchester Star, 92.5 WINC FM, New Country B105 and 1400 WINC.

Facebook Cover Photo



Facebook Analytics

Friday Night Live - July								
Facebook Analytics July 7th - July 17th								
Post	Reach	Organic	Paid	Clicks	Likes	Comments	Shares	Boosted
July 7th - 7:00 pm	1,088	1,088	-	89	37	5	12	no
July 9 - 8:00 am	1,438	1,438	-	86	43	1	14	no
July 9 - 1:42 pm	1,351	1,351	-	44	11	4	-	no
July 10 - 4:20 pm	44,676	4,278	40,398	718	172	38	94	yes
July 13 - 7:00 pm	577	577	-	20	4	-	-	no
July 14 - 12:08 pm	400	400	-	33	17	-	5	no
July 15 - 11:38 am	9,812	9,812	-	542	105	17	32	no
July 16 - 12:00 pm	649.00	649.00	-	23	8	1	1	no
July 17 - 8:00 am	1,489	1,489	-	137	15	-	4	no
AVG	6,831	2,342	40,398	188	46	7	18	-
Total	61,480	21,082	40,398	1,692	412	66	162	-

Red = Video

Blue = Event Page Created

Example Facebook Posts



Old Town Winchester, VA

Have you saved a life today? Donate blood at Virginia Blood Services, located at 333 W. Cork St. Winchester and mention this post to receive a FREE ticket to Friday Night LIVE on July 17th!

For more information visit: <http://oldtownwinchester.org> with several Friday Night Live &



1,438	1,438	1,438
58	58	58
43	13	30
1	0	1
14	14	0
86	86	86
45	1	40
NEGATIVE FEEDBACK		
1	0	0
0	0	0

1,4K

86

View Insights

Boost Post



Old Town Winchester, VA

If you want to be a hero, donate a pint of blood. A pint of blood can save up to 3 lives! Donate blood at Virginia Blood Services, located at 333 W. Cork Street Suite 220 Winchester. mention this post to receive a FREE ticket to The State Session Friday Night Live on July 17th featuring Robyn Lunn and Steve Gode. Presented by Virginia Blood Services

For more information please visit: <http://oldtownwinchester.org> with several Friday Night Live &



9,812	9,812	9,812
154	154	154
105	86	19
17	3	14
32	31	1
542	542	542
274	49	219
NEGATIVE FEEDBACK		
4	0	0
0	0	0

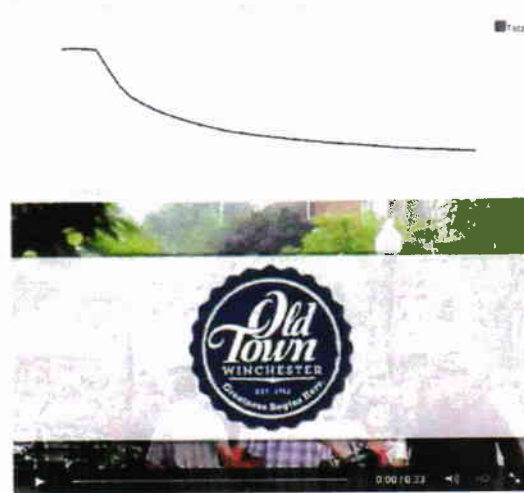
Video ad on Facebook

Video has been shared across Facebook through the Old Town Winchester page, as well as 12 different sponsor pages.

Post Details

Video 1 Post

Audience Retention



Average View Duration 0:14

People Reached 44,676

Video Views 15,020

30-Second Views 1,624

Reach
44,676 people

Average View Duration
0:14

Likes
172

Comments
38

Shares
94

Clicks
718

Old Town Winchester, VA

On July 17th, the next Friday Night Live will feature the highly energetic and local favorite, Robbie Limon, an award winning band that is sure to play all your favorites! Opening for Robbie Limon is Sweet Daze, a youthful band that blends classic and modern rock. In addition to live music, each Friday Night Live will have kids activities, acoustic performers and street entertainers. For the latest news on this and other events, visit OldTownWinchesterVA.com or download the new Old Town Winchester app. Tickets are \$5 in advance or \$10 at the gate. They can be ordered in advance online at OldTownWinchesterVA.com or purchased at the Old Town General Store, Espresso Bar & Cafe, Total Image & Workman's Store, Tn-State Nissan, and Apple Federal Credit Union.



4.3K Organic Reach
40.4K Paid Reach
718 Post Clicks
[View Insights](#) [View Results](#)

44,676 People Reached

15,020 Video Views

304 Comments

172 Likes

38 Shares

94 Clicks

718 Post Clicks

177 Post Clicks

29 Post Clicks

512 Post Clicks

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

0 Negative Feedback

Video ad on Google Adwords

Video ad ran on youtube and google partner sites

Thumbnail Impressions 954	Views 5,934	AVG CPV \$0.04	AVG CPM \$8.00
Video Impressions 27,098	Unique Views 5,532	Clicks 161	Video Played to 0:10 - 46%
Total Impressions 28,052	View Rate 21.15%	CTR 0.58%	0:20 - 31%
			0:35 - 24%
			0:40 - 21%

Views

Impressions

6.13

Ad

Ad

Friday Night Live July 17th



Friday Night Live
July 17th

Total - all but removed video ads

Total - all video ads

Video	Status	Impressions	Views	View rate	Avg. CPV	Total cost	Clicks	Video played to:
Thumbnail	Video							25% 50% 75% 100%
Friday Night Live July 17, 2011	Ended Approved	954	5,934	20.66%	\$0.04	\$232.30	161	46% 31% 24% 21%
		28,213	4,131	20.66%	\$0.04	\$232.30	161	46% 31% 24% 21%
		28,213	4,131	20.66%	\$0.04	\$232.30	161	46% 31% 24% 21%

Television

OTW TV SPOT/RADIO

FRIDAY NIGHT LIVE JULY 17 2015

SCRIPT

"GREAT EVENTS BEGIN HERE IN OLD TOWN AT TRI-STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMO BAND AT THE TAYLOR PAVILION!

JULY 17TH FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, AND THE KIDS ACTIVITIES, IN OLD TOWN WINCHESTER!

LISTEN TO GREAT CLASSIC AND CONTEMPORARY HITS FROM SWELL DAZE BAND AND THE ROBBIE LIMON BAND PRESENTED BY VIRGINIA BLOOD SERVICES.

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

VISIT OLD TOWN WINCHESTER VA DOT COM!

FRIDAY NIGHT LIVE IS BENEFITTING BIG BROTHERS AND BIG SISTERS.

LIKE US ON FACEBOOK.
FOLLOW US ON TWITTER.
DOWNLOAD OUR APP.

GRAPHICS

Old Town Logo (3 - 4 seconds)
Tri State Nissan Logo
Friday Night Live Logo
VA Blood Services Logo
July 17th 5-11 pm
Live Music
Old Town Winchester Logo
Street Performers
Artisans

Kid Zone
Swell Daze Band
Robbie Limon Band
Tickets \$5 in Advance
Oldtownwincheserva.com
Big Brothers Big Sisters
Old Town Logo
Facebook and Twitter
Old Town Winchest, VA APP Logo

Radio Copy

Aired on six (6) Stations:

Q102, The Fox 99.3, Kiss 98.3, 92.5 WINC FM, B105 New Country, 1400 AM WINC

PSA for Friday Night Live

Friday, July 17th

Spot 1 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN IN OLD TOWN AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMON BAND!

JULY 17TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISTIANS, KIDS ACTIVITIES, IN OLD TOWN WINCHESTER!

LISTEN TO SWELL DAZE AND THE ROBBIE LIMON BAND PERFORM THE SOUNDS OF THE 60'S, 70'S, AND 80'S... PRESENTED BY VIRGINIA BLOOD SERVICES!

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

VISIT OLD TOWN WINCHESTER V A DOT COM AND LIKE US ON FACEBOOK!

FRIDAY NIGHT LIVE IS SPONSORED BY KEE CONSTRUCTION, BENEFITING BIG BROTHERS AND BIG SISTERS.

Spot 2 Radio Copy: 30 Seconds

"GREAT EVENTS BEGIN IN OLD TOWN AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE FEATURING THE ROBBIE LIMON BAND!

JULY 17TH FROM 5 TO 11 FRIDAY NIGHT LIVE WILL FEATURE LIVE MUSIC, STREET PERFORMERS, ARTISTIANS, KIDS ZONE, IN OLD TOWN WINCHESTER!

LISTEN TO THE SWELL DAZE BAND AND ROBBIE LIMON BAND PERFORM THE SOUNDS OF THE 60'S, 70'S, AND 80'S! PRESENTED BY VIRGINIA BLOOD SERVICES

TICKETS ARE ONLY FIVE DOLLARS IN ADVANCE!

Radio Copy

Aired on six (6) Stations:

Q102, The Fox 99.3, Kiss 98.3, 92.5 WINC FM, B105 New Country, 1400 AM WINC

LINERS:

"ENJOY SUMMER IN OLD TOWN WINCHESTER AT THE TRI STATE NISSAN FRIDAY NIGHT LIVE JULY 17TH FEATURING THE ROBBIE LIMON BAND AND STREET PERFORMERS. FOR MORE INFO VISIT OLD TOWN WINCHESTER V A DOT COM AND LIKE US ON FACEBOOK.

VISIT OLD TOWN WINCHESTER V A DOT COM AND LEARN MORE ABOUT FRIDAY NIGHT LIVE PRESENTED BY VIRGINIA BLOOD SERVICES FEATURING THE ROBBIE LIMON BAND, STREET PERFORMERS, ART AND MORE!

GET A FREE TICKET TO FRIDAY NIGHT LIVE IN OLD TOWN WINCHESTER BY DONATING AT VIRGINIA BLOOD SERVICES ON 333 WEST CORK STREET

Print Media

The Journal

Circulation: 12,500

Savings of: \$2,000.00

Front of page of publication

Covers 80% of page



Great Events Begin Here.

For more information go to OldTownWinchesterVA.com



= OLD TOWN =
FRIDAY NIGHT LIVE
= MUSIC • FOOD • DRINK =
Tri-State Nissan

DATES:
JULY 17
AUG. 21

TIMES:
5 - 11

HIGHLIGHTS:

LIVE MUSIC
FAMILY FUN
ART MARKET
CRAFT BEER & WINE
STREET PERFORMERS
35 RESTAURANTS
60 BOUTIQUES

PRESENTED BY:



Last month Winchester was washed away to the cool, sandy shores of June's beach-themed Friday Night Live, presented by Tri-State Nissan. The event was a huge success, bringing in almost 2,000 people downtown to enjoy beach and reggae music by Caribbean Street Beach and The Rockless Island.

Taking place at the recently renovated Taylor Pavilion, Friday Night Live will once again sweep visitors off their feet to a new time and place, a classic rock & roll show!

July 17th will feature the highly energetic and local favorites, Robbie Limon Band, an award-winning band that is sure to play all your favorites! Opening for Robbie Limon is Small Daze, a youthful band that blends classic and modern rock.

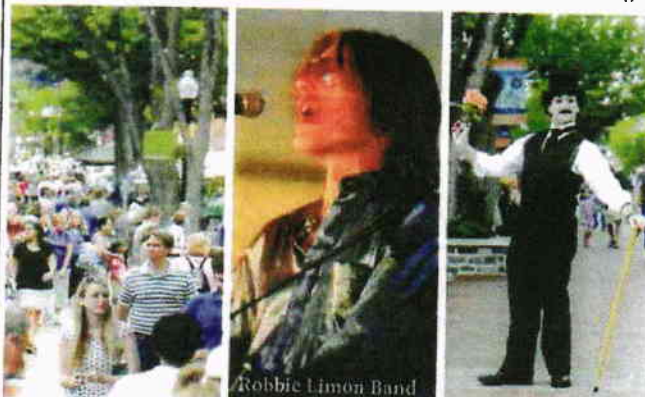
On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Sheppard Band, the #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hinton Band, a talented country group who performs top-best country favorites!

In addition to live music, each Friday Night Live will have kids activities, acoustic performers and street entertainers. Coming back to the event this year is the Shamrock Arts Council and Winchester Art Market. They will be setting up an art display with some art pieces available for sale. Some artists will even be performing "live" art for attendees to watch and enjoy.

Craft beer and wine will be available for purchase at the Taylor Pavilion. Beverage proceeds benefit Hye Brothers Hye Sister of Winchester, Frederick and Clarke County. Tickets are \$5 in advance or \$10 at the gate. They can be ordered in advance online at OldTownWinchesterVA.com or purchased at the Old Town General Store and the Espresso Bar and Café.

For more information on how to participate as a sponsor, vendor, venue provider, performer, volunteer, or VIP/corporate partner, contact Darin Swanson at (540) 722-8700 and dswanson@oldtownva.com.

For the latest news on this and other events visit OldTownWinchesterVA.com or download the new Old Town Winchester App!



Friday Night Live will continue to bring great family entertainment. Artistic group, and of course live music that makes

Print Media

The Weekender

Circulation: 13,800

Savings of: \$1,500.00

Page 10 of publication

Covers 70% of page

Rock & Roll Takes Over Friday Night Live

Last month Winchester was whisked away to the cool, sandy shores of June's beach-themed Friday Night Live presented by Tri-State Nissan. The event was a huge success, bringing in almost 2,000 people downtown to enjoy beach and reggae tunes by Caribbean Sunset Beach and The Reckless Island.

Taking place at the recently renovated Taylor Pavilion, Friday Night Live will once again sweep visitors off their feet to a new time and place, a classic rock & roll show.

On July 17th, the next Friday Night Live, will feature the highly energetic and local favorite, Robbie Limon Band, an award winning band that is sure to play all your favorites! Opening for Robbie Limon is Swell Daze, a youthful band that blends classic and modern rock.

On August 21, country and rock music are rolling in to Old Town! Making his return to the Winchester area is the Thom Shepard Band, the #1 songwriter out of Austin, Texas. Also performing that night is the Alex Hilton Band, a talented country group who performs up-beat country favorites!

In addition to live music, each Friday Night Live will have kids activities, acoustic performers and street entertainers.

For the latest news on this and other events visit OldTownWinchesterVA.com or download the new Old Town Winchester app.

Tickets are \$5 in advance or \$10 at the gate. They can be ordered in advance online at OldTownWinchesterVA.com or purchased at the Old Town General Store, the Espresso Bar and Cafe, Total Image and Working Man's, Nissan and Apple Federal Credit Union.



DATES:

JULY 17

AUG. 21

TIMES:

5 - 11

= OLD TOWN =
FRIDAY
NIGHT
= MUSIC • FOOD • DRINK =

NEXT EVENT
FEATURING

ROBBIE LIMON BAND
SWELL DAZE

Tri-State
Nissan



HIGHLIGHTS:

LIVE MUSIC
FAMILY FUN
ART MARKET
CRAFT BEER & WINE
STREET PERFORMERS
35 RESTAURANTS
60 BOUTIQUES
PRESENTED BY:



Web Media

Comcast Slide



JULY 17TH

**Tri-State
Nissan**

5PM-11PM

**ROBBIE LIMON
BAND**



 **VIRGINIA BLOOD
Services**

Official Old Town Winchester Event | OldTownWinchesterVA.com | 540.722.8700

Print Media

Winchester Star
Circulation: 16,200

2 column x 5 inch ad



Web Media

Leaderboard
Impressions: 22,000



Friday Night Live July 17th, 2015		
Expenses	Total Cost	
City Admission Taxes	\$168.94	
Grand Rental Station (tent, chair, tables)	\$919.43	
Photographer	\$100.00	
Johnny Blue	\$329.33	
Security	\$325.00	
Insurance	\$165.90	
Ice -BBBS & VA Eagle \$175 + 38.23	\$213.23	
Fencing (Lowes)	\$50.00	
Piccadilly Printing (tickets, program, poster)	\$500.00	
Signet Screen Printing (6 signs, banners)	\$350.00	
Parking Authority	\$27.00	
Sunbelt	\$0.00	
Palmer Media (Audio/Sound)	\$1,500.00	
Media Campaign		
Clear Channel/IHeartMedia (Q102, 98.3, 99.3 FM)	\$500.00	
Centennial Broadcasting (92.5, 105, 104 FM, 1400 AM)	\$500.00	
Video Production	\$300.00	
The Winchester Star	\$300.00	
Media (Digital, Print, misc)	\$700.00	
Entertainment		
Bands	\$2,250.00	
Street Performers and Musicians; Caricature, Photo Booth, Stilt Walker, Magician, Colonial Tour	\$1,830.00	
ShowClix (Ticketing)	\$50.00	
Hotels	\$0.00	
MISC (i.e table covers, prizes, survey cards, cups)	\$250.00	
Sub Total Expenses (some expenses subject to minor changes)	\$11,328.83	
Revenue (some revenue subject to change based on pledged sponsorships)	Total	
Tickets	\$3,209.81	
Exhibitors Vendors	\$200.00	
Sponsorship & Advertising Revenue	\$11,000.00	
Total Revenue	\$14,409.81	
Net Revenue	\$3,080.98	
Media Partner and Trade Value I Heart Media, Centennial Broadcasting, Winchester Star, Comcast, Frederick Report, Valley Home Style, Google Ads, OTW Facebook, partner's Facebook	\$25,000.00	

Participant Survey July FNL									
Number Surveyed 138									
Rate the Event									
Excellent	82	Very Good	50	Fairly Good	6	Mildly Good	0	Not Good At All	
Likely to Recommend Event to a Friend									
Extremely Likely	120	Very Likely	16	Moderately Likely	2	Slightly Likely	1	Not at All Likely	
Visit Downtown Shops or Restaurants									
No	18	Not Yet	15	Yes	105	If yes, where 2 Electric, 4 Village Square, 4 Once Upon a Time, 10 Roma's, 8 Brewbakers, 2 Winchester Thai; 8 Scarpa; 7 Eugene Smith; 13 Union Jack; 5 Italian Touch; 2 EM's; 5 COOP; 2 Winchester Book Store; 5 Bright Box; 6 Tin Top; 3 Cork Str Tavern; 10 El Centro; 9 Village Bistro; 1 art store; 10 Gelato; 2 Scarpa Alta; 10 Snow White Grill; 9 Joe's Steak House; 3 Murphy Beverage; 2 Make a Nest; 3 Tin Top			
How do you rate the music venue									
Extremely	90	Very	40	Somewhat	6	Slightly	2	Not at all	
How do you rate the street performers									
	67		58		13		0		
How do you rate the bands									
	96		52		0		0		
What did you dislike about the event?									
Stores were not opened; Braddock Parking was sold out; Robbie Limon is to good and brought to big of a crowd; Had to bring chair; Not enough seating; Space was tight, but a large crowd; Cover price; I want to bring my dog; More wine selection; parking should be free.									
How organized and clean was the event?									
Extremely	92	Very	45	Somewhat	3	Slightly	0	Not at all	
How friendly was the staff?									
Extremely	110	Very	27	Somewhat	3	Slightly		Not at all	
How safe did you feel at the event?									
Extremely	73	Very	34	Somewhat	4	Slightly		Not at all	
Anything else to share?									
Store need to be open; More chairs; Twice a month; Sell cocktails; Love wine!; More local beer; Liked the magician; Consider an online survey; Saw old friends, met new; Great for winchester; Robbie Limon is awesome; Taylor is a great venue									